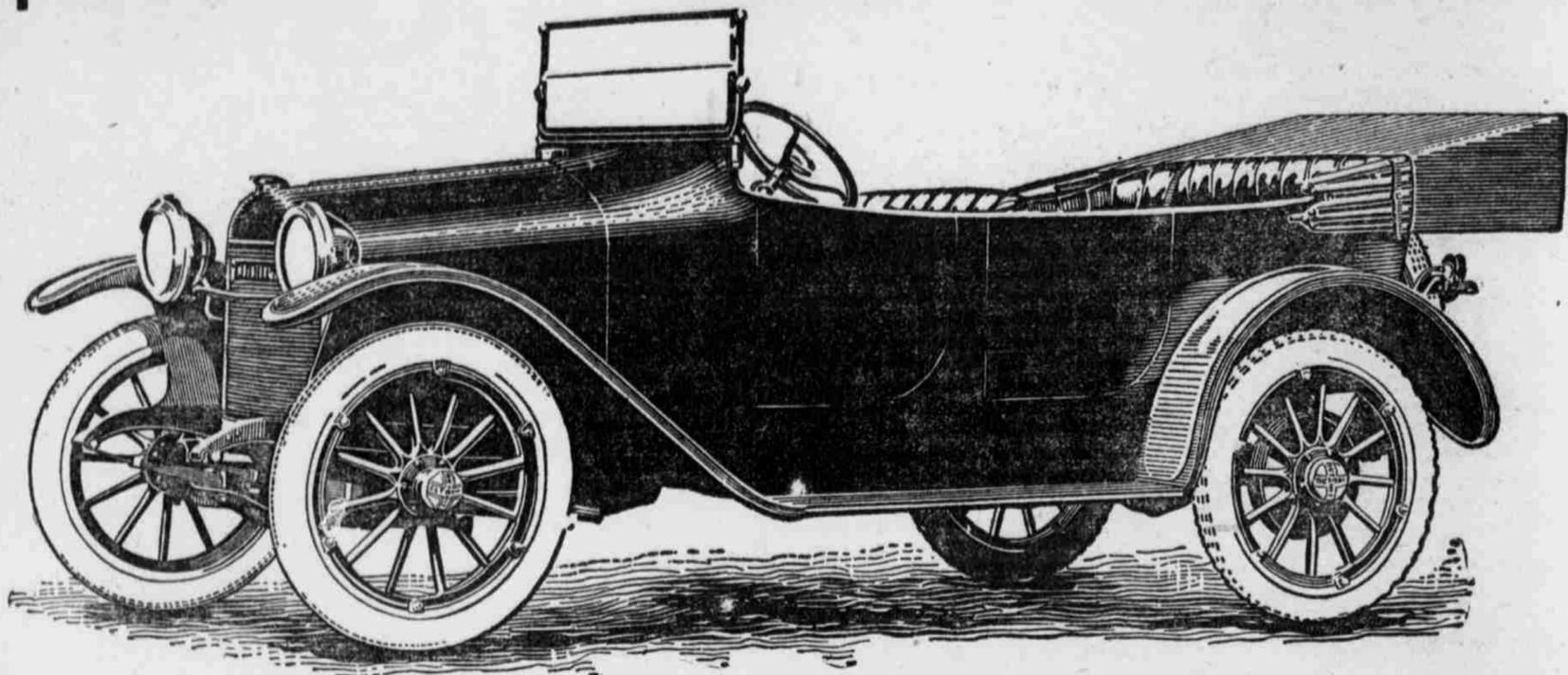


\$1050 WITH WESTINGHOUSE STARTER AND LIGHTING SYSTEM



The New **Detroit**

Literally and absolutely, the finest ideals of two continents have now been combined in one motor car. The result is a new type--the first pure European streamline to be produced this side of the Atlantic. The first actual high-speed, ball-bearing motor in this country. And all at a modest American price.

First Actual European Design

The Detroit has always equalled the most expensive cars in type of chassis construction. It is the only car of its class with such features as a long-stroke motor, full-floating rear axle, and platform rear spring. And now even the expensive cars must follow the Detroit, to reach the new ideal of European design. The Detroit has it first,—this exquisite perfection of curving lines and luxury of refinements.

A True "High-Speed" Motor

EUROPEAN MOTORS WON THE FOUR FIRST PLACES AT THE INDIANAPOLIS RACE THIS YEAR. ALL THESE MOTORS WERE BALL-BEARING. SO IS THE DETROITER MOTOR, THE ONLY MOTOR OF THIS TYPE, TO OUR KNOWLEDGE, MADE IN AMERICA. IT IS A HIGH SPEED MOTOR OF TREMENDOUS POWER AND LOW GASOLINE CONSUMPTION.

A RED ELECTRIC FLASH GIVES WARNING WHEN THE OIL LEVEL DROPS TOO LOW. ALL RECORDING INSTRUMENTS ARE COMBINED IN ONE UNIT. EVERY CONTROL IS AT YOUR FINGER TIPS. THE LATEST AND BEST ENGINEERING GENIUS OF TWO CONTINENTS IS FOUND IN THE NEW DETROITER. THIS IS THE CAR THAT FIRST GOT CLEAR OF THE RUT OF COMMONPLACE DESIGN. MARK IT AS THE LEADER OF THE COMING TYPE — THE BIGGEST ADVANCE EVER MADE AT ONE STRIDE IN THE HISTORY OF AMERICAN AUTOMOBILE CONSTRUCTION.

Other Models, without starters, \$850 to \$925

WRITE FOR FULL INFORMATION

DEALERS AND DISTRIBUTORS: Greatly enlarged production makes possible many new distributing agencies. Valuable territory is being allotted. Write, wire or come.

Briggs-Detroit Company, Detroit, Mich.
474 Holbrook Avenue

34 Special Features

The biggest car at the price.
The lightest car of its class—less than 2300 pounds.
First complete streamline.
112-inch wheelbase.
32 horsepower.
Worm-driven silent starting motor.
Full-floating rear axle.
3-point platform rear spring suspension.
Actual one-man top.
14-inch service brake; 10-inch emergency brake.
Four 24-inch doors.
Non-skid rear tires.
Aluminum and linoleum running and floor boards.
20-operation body finish. Luxurious upholstery.
5-passengers without crowding
Fuel tank in cowl.
Ventilating, rain-vision windshield.
Ball-bearings throughout.
Multiple disc clutch in oil.
Duplex tire carrier in rear.
Center one-lever control.
Round radiator with radiator mud shield.
Searchlights with dimmers.
Emergency search lamp.
Electric cigar lighter.
Aluminum encased instrument board. All recording instruments combined in one unit.
Positive gasoline gauge.
Electric-flash oil gauge.
Carburetor above frame.
Both automatic and manual spark advance.
Both foot accelerator and hand throttle.
Horn button in center of steering wheel.
20 to 25 miles per gallon of fuel.
100 miles to quart of lubricant.